



Tilak Maharashtra Vidyapeeth's Institute of Hotel Management And Catering Technology, Pune

Dear Sir/ Madam,

Greetings from Tilak Maharashtra Vidyapeeth's Institute of Hotel Management And Catering Technology, Pune.

We take immense pleasure in informing that TMV's IHMCT is organizing a 2 day International conference the Theme '**Brand Development in Hospitality and Tourism Industry.**' on 18th and 19th to December 2017. The conference aims to provide an insight about the Concept and Impacts of Brand Development in the Hospitality and Tourism industry.

We take this opportunity to invite faculty members, research scholars and the students to attend this conference on 18th and 19th to December 2017 at 10.00am in the Auditorium, 7th Floor, Jayantrao Tilak Bhavan, Phase II, Mukundnagar Campus, and Pune - 411037.

Lunch and refreshments will be provided to all participants.

Kindly find attached registration form and details of the conference. Last date for registration is **15th November 2017**, by 4.00pm

Contact details: For any queries please feel free to email us on tmvhm.pune@yahoo.co.in

Or Contact No: 020 24403020 / 020 24403106

Best wishes,

Dr Suvarna Sathe

Convener

TMV's IHMCT



TMV's Institute of Hotel Management & Catering Technology

Vidyapeeth Bhavan, Gultekdi, Pune – 411037.

Ph: 020-24403020 / 24403106 **Email:** tmvhm.pune@yahoo.co.in **Website:** www.tmv.edu.in

REGISTRATION FORM

INTERNATIONAL CONFERENCE ON

“Brand Development in Hospitality and Tourism Industry”

Date – 18th and 19th December 2017

1. Research Paper Details

Paper/ Article/ Case Study Title:

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.....

2. Name and Contact Details:

I. Authors Full

Name.....

Designation.....

Correspondence Address

.....
.....PinCode:
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Mobile No: Email:

Gender:

University/ College:

II. Co-authors Full Name.....

Designation.....

Correspondence Address

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..... PinCode:
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Mobile No: Email:

Gender:

University/ College:

III. Co-authors Full Name.....

Designation.....

Correspondence Address

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..... PinCode:
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Mobile No: Email:

Gender:

University/ College:

3. Payment details:

Amount:(INR/DD) Mode of Payment: Date

Bank Details: Transaction ID:

DD No: Date of Payment:

Declaration/ Undertaking (*) (Read carefully before signing)

1. I have not published this paper anywhere else before.
2. I will not cause or involve any sort of violence or disturbance within and outside of the conference/ event venue.
3. TMV's IHMCT has all the rights reserved to shift the venue, rescheduling the date.
4. I and all my co-authors have provided the original identity inside the paper.
5. I have read all the information carefully provided in the College and University website for attending and Publishing in the conference organized by TMV's IHMCT
6. I do hereby declare that all the information given by me in true and at any moment, if it is found to be wrong, my registration for this event can be cancelled by TMV's IHMCT's management.
7. I am transferring the copyright of my paper to TMV's IMHCT.
8. I have informed my Guide/ HOD/Principal and the co-authors regarding this publication and event.

Authors Signature:

Date:

Place:

1. Co-Authors Signature

Date

Place

Principal Seal & Signature

ss

2. Co-Authors Signature

Date

Place

Dear Researchers!

We invite all teaching faculty,, research scholars to publish their quality research papers, articles and/or case studies in our peer reviewed “International Conference Proceeding” to be held on 18th and 19th December 2017. The aim is to provide a channel for the healthy exchange of thoughts and to promote forefront of ‘Brand Development in Hospitality and Tourism Industry.’ Through our conference, we hope to publish research papers articles, case studies which will highlight ‘**Brand development in Hospitality and Tourism Industry.**’

Theme for the conference is ‘Brand Development in Hospitality and Tourism Industry’ and sub themes are as follows,

- 1. Development of a new Brand**
- 2. Expansion and Diversification of a Brand**
- 3. Acquisitions and Mergers of Brand**
- 4. Products and Service as Hospitality and Tourism Brand**

Guidelines for the Authors:

Abstract: An abstract of the article or research paper, not exceeding 150 words and with 4-5 keywords should be e-mailed to tmvhm.pune@yahoo.co.in

Acceptance of the Abstract shall be communicated within three days of submission after preliminary scrutiny.

Title page: Title of the Paper, Author’s Name and Designation, Email, Contact number, Affiliate Institute's Name and address should be clearly mentioned.

Full Paper: On acceptance of the abstract, a soft copy of the full research paper must be submitted in compliance with the following guidelines:

1. Research paper must be in English in Microsoft word format.
2. Content of the Research paper should be in Times New Roman with font size 12 for the content and font size 14 for the headings and 1.5 line spacing.
3. The Main paper should not be more than 2500 words
4. If the Research paper is accepted for publication, authors shall submit an undertaking and transfer the copyrights to the publisher of Journal.
5. The paper should be accompanied by a declaration by the author that the contribution is his/her own work and is contributed for publication for the first time.
6. Each paper is permissible to have 2 co authors, which have to be registered separately.
7. All Citation and reference should be mentioned in the article/research paper/ case study by the last name of author, year of publication and pagination where appropriate. Website refer should be mentioned full URL Address, accessed date and mentioned source organization.
8. Reference mentioned appears in an alphabetical order at the end of article/research paper/ case study only references are actually utilized should be included in the reference list.
9. The responsibility of opinions and conclusion expressed in submitted article/research paper/ case study is the authors alone and does not reflect TMV'sIHMCT's stand on the topic

Important Dates

Abstract Submission: 31st October 2017

Full Paper/ Article submission: 15th November 2017

Registration and Fees for Early Bird

Research Paper /Article/ case study: **RS 2000/- each Author each article till 15th November 2017**

After 15th November 2017 until 10th December 2017 Rs 3000/-

For under Graduate Hotel Management Student Registration fee for attending only Rs 500/-

Payment details: Demand draft should be issued on the following name: ‘Registrar, Tilak Maharashtra Vidyapeeth’, payable at Pune.

Mention your Name, Address and Contact No. with pencil at the back of the DD.

Demand Draft is accepted only of Nationalized bank.

Registration fees can be paid by NEFT/RTGS. Bank details are as follows

1. Bank of Maharashtra, TMV Colony Branch, Pune -411037

S.B.A/C NO: 20027051387

IFSC Code: MAHB0000320

MICR NO: 4411014056

2. ICICI Bank, Satara Road Branch, Pune-411009

S.B.A/C NO: 033701006425

IFSC Code: ICIC0000337

MICR NO: 4411229010

Registration procedure: if by Demand Draft send us complete Registration form along with payment to TMV’sIHMCT, 6TH floor, Gultekadi Mukundnagar campus, Pune 411037.

Registration procedures: If to be done by online payment, send us complete Registration form along with online payment receipt to tmvhm.pune@yahoo.co.in

Contact:

TMV’SIHMCT

020-24402030